**Executive Summary**

**Introduction**

At the CMN Green Bay Campus we plan to open a coffee shop. This coffee shop will provide a verity of coffees for students and staff. These coffees will be provided all day long to company those in need of a coffee fix. The target market for these coffees will be for students, workers and staff at the CMN in Green Bay. Opening a coffee shop at CMN in Green Bay is a very positive start up. The CMN campus in Keshena already has a coffee shop and it is providing the customers with satisfaction.

**Current Situation**

The current statue of the business in Green Bay is on the way of starting up. The idea came from the CMN campus in Keshena which is already going. We are seeking help from investors to get the coffee shop opened up soon. The coffee shop in Keshena showed a positive start, so why not open one up at the Green Bay campus. This will provide satisfaction at both Green Bay and Keshena campuses.

**Management Qualifications**

The people in the management team would be Brock, Dallas and Sabrina. They will be attending the CMN campus for schooling and in the spare time will be working at the coffee shop.

**Seeking Investors**

In this business the start up cost would be $6,000 and $4000 for construction. This will provide the ability to open up the coffee shop with little worries.

**Closing Statement**

The coffee shop in Keshena has slow a positive increase on the customers. This coffee shop in Green Bay will have the same incline as in Keshena. The Green Bay campus is bigger than the Keshena campus so the coffee shop is predicted to increase at the positive rate.

**Industry Overview**

**Industry Attractiveness**

The business will provide student and staff with coffees of their choice. The industry will be open during the day at the CMN Green Bay campus.

**Competitive Set**

On the CMN Green Bay campus there is no other coffee shop on the campus, leaving the coffee supply to only the coffee shop. Although there is a Starbucks close to the campus that world be our competition.

**External Environment**

Starbucks would be one of the big businesses that would affect our business. But having our business on the campus gives the business a higher profit for it would be convenient for all students and staff.

**Product Life Cycle**

This business is already at the CMN Keshena campus, giving it a better Market introduction. Starting out the product will slowly grow bring in more students and staff. This is where the Market growth comes into play, will the word about the Keshena coffee shop more customers will be willing to try it out. Once the customers have experienced the coffees some will like them and some will choice not to buy any will the business in its Market maturity. In the future if this business decides to add on more to the coffee shop the sales for the original coffee shop will decline but the coffee shop will continue to satisfy.

**Marketing Plan**

**Total Product Experience**

In this business the customers will experience the verities of coffees the CMN Coffee shop will provide. With this the customers will be able to try regular coffee, espressos, iced coffee and so on. The coffees can be a flavor of their choice.

**Place Strategy**

The plan for distribution is to have the business on the campus so that it is convenient for students and staff. There will be someone working at all times to provide coffees throughout the entire day.

**Promotion Plan**

The plan for this business is to inform the students of Green Bay that there is going to be a coffee shop just like the one in Keshena opening up on the campus. Emails will go out to students and staff so that they are able to try out the coffees. The business will make fliers to hang up around the campus so that students will be able to hear about it.

**Pricing Plan**

Same as the Keshena coffee shop:

Iced coffee- $3.00

Espresso Drinks- $2.50 L $3.50

Kapeh Prices- S $1.25 M $1.50 L $1.75

Build your own drink- $3.50

Native Americano- $2.50